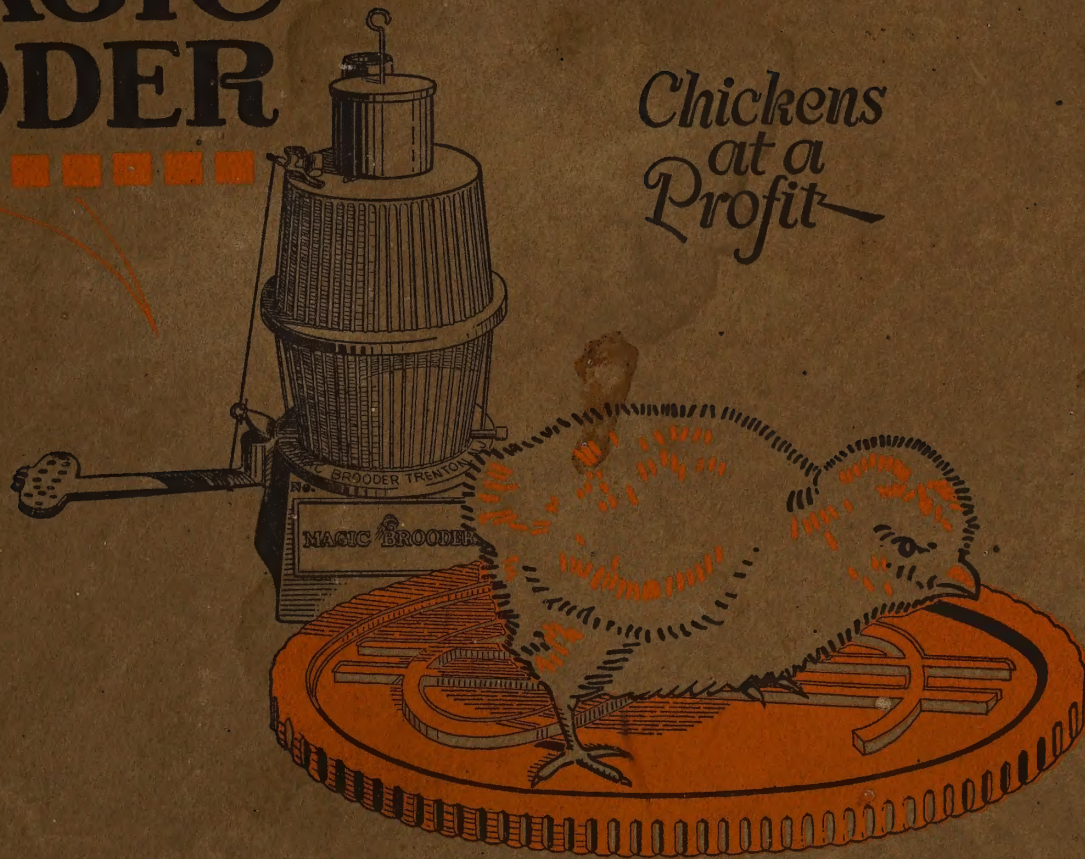


The MAGIC BROODER



*Chickens
at a
Profit*

UNITED
BROODER
COMPANY
Trenton, N.J.
U · S · A:





PRICE LIST OF THE MAGIC BROODER

In Effect July 1, 1923

SMALL SIZE MAGIC BROODER

With 42" Deflector.

Net Price, \$22.00 without Curtain.

Curtain and Attachment, \$2.75 extra.

LARGE SIZE MAGIC BROODER

With 52" Deflector.

Net Price, \$27.00 without Curtain.

Curtain and Attachment, \$3.00 extra.

We do not recommend Curtain

TERMS: *Cash With Order.* To insure prompt delivery, remit by registered letter, certified check, Express or P. O. Money Order.

PRICE LIST OF PARTS (Described on page 9)

PART NO.		PART NO.		PART NO.		PART NO.	
1.....	\$2.00	10.....	\$1.25	19.....	\$0.15	28.....	\$0.90
2.....	5.50	11.....	.75	20.....	.25	29.....	.40
3.....	5.00	12.....	.50	21.....	.15	30.....	.75
4.....	7.00	13.....	4.50	22.....	.25	31.....	.15
5.....	1.50	14 (each).....	.50	23.....	.45	32.....	3.00
6.....	1.00	15.....	.30	24.....	.50	33.....	8.00
7.....	.30	16.....	.25	25.....	.25	34.....	10.00
8.....	.15	17.....	.40	26.....	.30	35.....	.25
9.....	1.25	18.....	.50	27.....	.40	36.....	.30
						37.....	2.75

HILL'S IMPROVED ROOF PIPE, COMPLETE—\$5.80 (For Particulars, See page 11)

NOTE: Always order parts by number given on list. Also give number on brooder stove which is on the base above the ash door. This will enable us to fill your order correctly. Full data on page 9.

UNITED BROODER COMPANY

360 PENNINGTON AVENUE

TRENTON, NEW JERSEY

All Goods F.O.B. Trenton

PRICE LIST OF THE MAGIC BROODER

TABLES AND BROODERS

For the purpose of this list, the Magic Brooder is divided into two classes, the Magic Brooder and the Magic Brooder with the Magic Brooder.

The Magic Brooder is a small, portable, and easy to use brooder. It is made of metal and is suitable for use in any kitchen.

The Magic Brooder with the Magic Brooder is a larger, more permanent brooder. It is made of metal and is suitable for use in any kitchen.

PRICE LIST OF PARTS (as shown on page 2)

Part No.	Part Name	Price	Part No.	Part Name	Price	Part No.	Part Name	Price
1	Brooder	\$1.00	11	Brooder	\$1.00	21	Brooder	\$1.00
2	Brooder	\$1.00	12	Brooder	\$1.00	22	Brooder	\$1.00
3	Brooder	\$1.00	13	Brooder	\$1.00	23	Brooder	\$1.00
4	Brooder	\$1.00	14	Brooder	\$1.00	24	Brooder	\$1.00
5	Brooder	\$1.00	15	Brooder	\$1.00	25	Brooder	\$1.00
6	Brooder	\$1.00	16	Brooder	\$1.00	26	Brooder	\$1.00
7	Brooder	\$1.00	17	Brooder	\$1.00	27	Brooder	\$1.00
8	Brooder	\$1.00	18	Brooder	\$1.00	28	Brooder	\$1.00
9	Brooder	\$1.00	19	Brooder	\$1.00	29	Brooder	\$1.00
10	Brooder	\$1.00	20	Brooder	\$1.00	30	Brooder	\$1.00

UNITED BROODER COMPANY

NEW YORK, N. Y.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.

C BROODER

or quality
h - grade
ruction



Pat. Sept. 7, 1915 Pat. Sept. 5, 1916
Pat. Nov. 23, 1915 Pat. Oct. 30, 1917
Pat. Jan. 8, 1918

THE SECRET of success in the poultry business is to use dependable brooders which will brood chicks equal to producing profit like you see in this basket.

MAGIC BROODER

The Dependable Mother

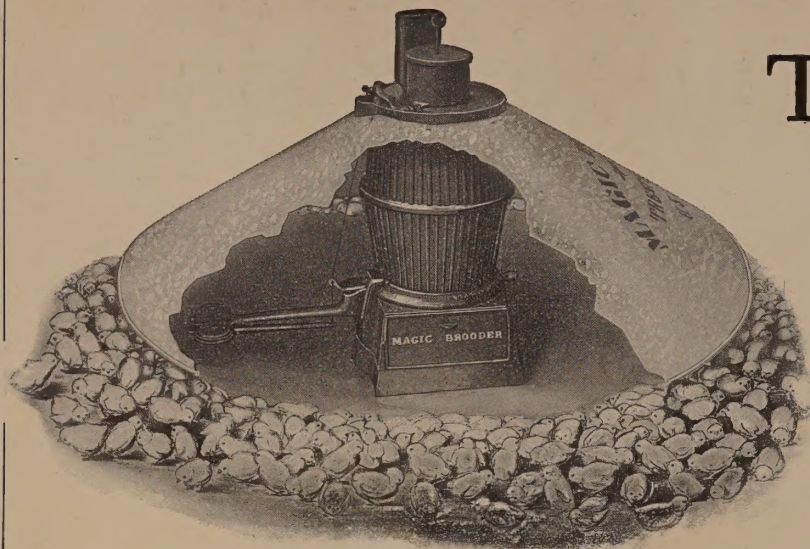
A Most Wonderful Invention

THE BACK-BONE *of the*
POULTRY INDUSTRY



You insure success when you install the Magic Brooder

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.



The Magic Brooder

*Is fast finding its way into every
Poultry Raising Section*

PEOPLE who use it are only too glad to pass the good news along to their friends telling them they have found a wonderful invention for brooding chicks at a profit.

Usually, people are great admirers of quality. Just stop and think how quality applies to a mother. You will say at once that it is the best place in the world for high quality, as life begets life and quality begets quality.

Now when you stop to consider that success in the poultry business depends entirely on the brooders, you will say by all means procure the best brooders that money will buy. The cost of a good brooder should not stand in the way, when success depends on it.

The damper construction is such that the fire is choked down instantly when the heat is sufficient. The perfect regulation is controlled by the lower and top damper. As both of these dampers are controlled by the thermostat, it makes no difference if the wind blows 100 miles an hour, the fire cannot run away. It will not get too hot.

Regulates Perfectly

It cannot burn unless it gets air. The bottom damper must open before the fire can burn. When the fire is low the bottom damper opens and forces it to come up quickly. The Magic Brooder is built for actual service and is not a toy. It is the most substantial, most improved and the highest grade brooder in the world. In the first place it is equipped with an excellent grate. You can easily remove the clinkers. The secret of a good coal fire is to keep it clean. The base is large and equipped with a large ash pan. The thermostat is well protected. The damper connections are such that every working part moves easily and freely, like a balance scale.

You insure success when you install a Magic Brooder

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.

The Magic Brooder

The Brooder that Carries Foul Air and Gas Up the Smoke-pipe. The Brooder that Broods Strong, Vigorous Chicks.

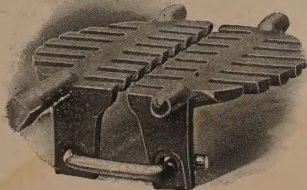
Self Regulating and Positively Gas Proof

Needs attention only twice a day—morning and evening—maintains an even temperature. Broods chicks in zero weather. Broods chicks at a profit. Broods chicks while you sleep. Reader, it makes no difference what you think about a brooder, or what we say about a brooder if it is not built right it will not give satisfaction. It is your loss if you own a poor brooder. Without a dependable brooder it is impossible to succeed.

You insure
success
when you in-
stall a Magic
Brooder

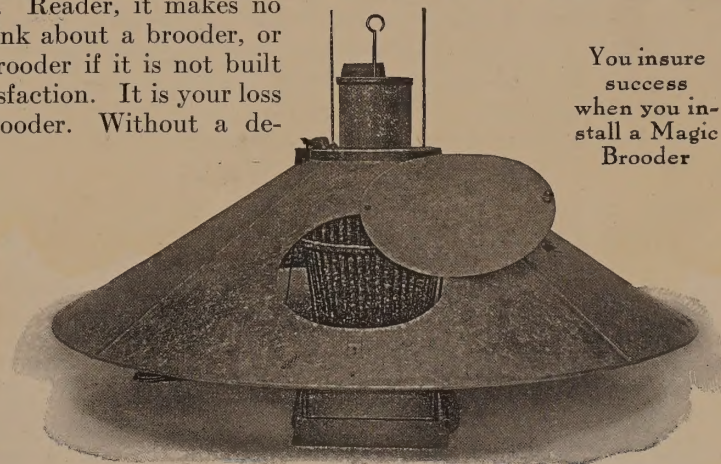
Cut showing heavy cast iron base with port hole in side where air enters ash chamber for increasing the fire. You will also note the heavy cast iron rocker grate with handle, and how it rocks for breaking up the ashes and letting the clinkers down. We ask you to note the high-grade construction of every part of the Magic Brooder.

Cut showing Rocker Grate and the strong link which connects the arms together. You will note there is nothing to get out of order. The castings are heavy and will last a long time.



The Great Saver of Chicks

The Brooder that stands for quality, for economy, for success and prosperity. It is the most dependable brooder in America.



Cut showing Magic Brooder with door in deflector showing how easily you can shake down the fire and remove the ashes without lifting the deflector, or disturbing the chicks. Ropes and pulleys furnished for lifting deflector. We will not say the Magic Brooder will brood 500 to 1000 chicks for the sake of making a sale. We want you to succeed and tell others. Your success means our success.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.

The Master Key to Success in the Poultry Business

When you tell people about the Magic Brooder you are doing them a kindness. In fact you are rendering the highest service pertaining to the poultry industry, as a dependable brooder, positive and efficient is the foundation of success in the poultry business.

The Magic brooder is not made like other stoves or heaters. It is equipped with both automatic top and bottom draft regulation, also built with a gas chamber which carries the poisonous gas into the smoke pipe. These improvements have made the Magic Brooder famous for holding the fire, maintaining an even temperature and growing chicks equal or better than the mother hen.

The Magic is the Brooder with a future

THE BROODER OF SCIENCE
THE BROODER FOR PROFIT
THE BROODER OF DESTINY

When you buy a brooder look beyond the price. It is not the price you pay for. It is not the price that broods the chicks. The brooder of efficiency, economy, durability and power is the one to consider. The price amounts to nothing, compared with results.

You insure success when you install the Magic Brooders



Pat. Sept. 7, 1915
" Nov. 23, 1915

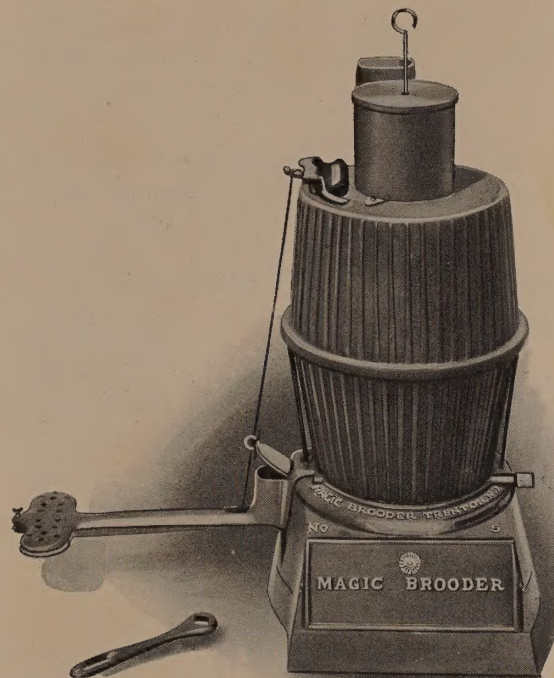
Pat. Sept. 5, 1916
" Oct. 30, 1917

Pat. Jan. 8, 1918

Cut showing the fire checked, bottom draft closed and the top draft open. A simple, sensible and positive heat regulation. No guess work about the Magic Brooder performing its duty, as the regulating device is powerful and positive.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.

Cut showing bottom draft open and top draft closed. When the desired heat is obtained the bottom draft will close and the top draft will open—both work automatically with the thermostat.



The Magic Brooder—

The World's Best :: It Burns Hard Coal

It is very important that you should have good, clean coal. We recommend nut size. Coarse, clean pea coal will do the work but it is very hard to get it at these times. Soft, bituminous coal will not work in any make of brooder, unless you look after the fire every few hours which would mean a dog's life, so we will not recommend soft coal.

A brooder, to be efficient, should keep the fire all night without attention. During February and March we fix the fires about 5 P. M. and never look at them until morning which means about fourteen hours, and, reader, we never worry about the fires either as we always find them O. K. in the morning.

Amount of coal used in the Magic Brooder depends on the temperature of the weather. Consumption will range from 10 to 15 pounds per day.

Gas can be used to heat our brooders, but the flow of gas must be regular.

A Curtain Around Deflector is Furnished to Order Only

Experience has taught us that chicks thrive better without the curtain. *We recommend brooding chicks without curtain.* The heat radiates on the floor in a much larger circle, consequently will brood more chicks, also the chicks have better air.

The only time you can use curtain to a good advantage is when you install a brooder in a very large room or in a poorly built house and brood chicks in cold weather. The curtain cuts down the capacity fully one-third, as all the chicks must get inside the curtain in cold weather. In other words, the curtain divides the heat from the cold. Without the curtain the heat will extend out much further on the floor and brood more chicks.

You insure success when you install the Magic Brooders

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.



The above cut shows two layers of heavy corrugated asbestos and one layer of heavy galvanized iron which are bolted fast on bottom of heater, making the bottom absolutely fireproof. In fact the whole brooder is fireproof and will not increase insurance.

The Magic Brooder is Made in Two Sizes

The large size is 27" high over all with a 52" deflector and will accommodate 250 to 300 chicks successfully.

The smaller size is 24" high over all with a 42" deflector and will mother 150 to 200 chicks.

We rate the capacity of the Magic Brooder according to the number of chicks you can brood at a profit. It is useless to put more chicks with a brooder than will thrive and develop as they should.

Success does not depend on the number of chicks you can crowd under a hover

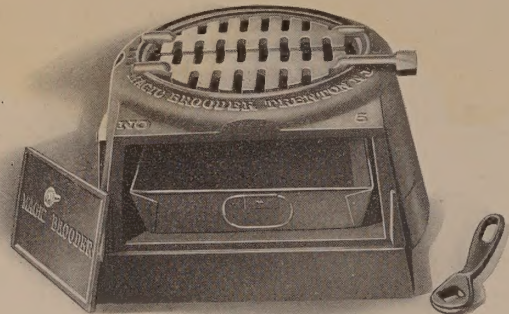
Neither does it depend on hope, desire or anticipation but on actual results. We must produce in order to obtain. Without production, success is impossible.

When a farmer plants corn, he does not put twenty grains in one hill. He has plenty of room but knows better. We want every person using the Magic Brooder to succeed, which they can easily do by following our directions.

The writer, C. V. HILL, would not mislead you for the sake of making a sale. I am a poultry raiser myself and will give you facts only.

I do not say you cannot raise 400 chicks with the Magic Brooder, but I do say you can raise better birds by brooding 250 to 300. The good birds are the money makers.

You insure success when you install the MAGIC BROODERS



Cut showing heavy construction of base. Ash pan, large ash chamber, large door to ash chamber which makes it very convenient for removing the ashes. You will note the ash pan is full width of grate. This improvement is worth considerable as it saves time and labor to have all the ashes drop in the pan.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.

I want you to take a good look at this deflector How could it be made better?



We pride ourselves on turning out high grade work. All deflectors for the Magic Brooder are made of No. 27 high grade galvanized steel and put together with lock seam joint, reinforced at top with a heavy cast iron flanged ring and at bottom with a steel rod hemmed in around the edge.

The lock seam joint and steel rod at the bottom hold the deflector very rigid and firm. This construction is worth a great deal as a flimsy deflector is always out of shape and looks unsightly. If one side hangs lower than the other the heat will not be uniform.

The Magic Brooder is quality from start to finish

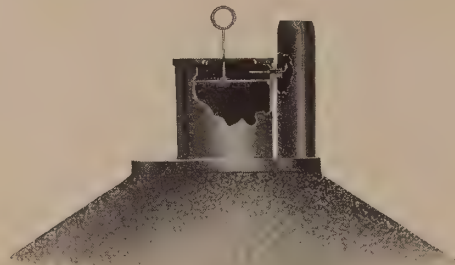
I love quality myself and believe most people appreciate high grade equipment. There is a pleasure in doing business when your equipment is the best and you get results.

Results we must have if we expect to continue in business.

You insure success when you install a Magic Brooder

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.

The Gas Chamber in the Magic Brooder is a Wonderful Invention



Cut showing how gas is collected between the inner and outer lid of magazine and discharged into the smoke pipe. This feature alone is worth a great deal more than the price of the brooder.

Take Notice !

The Magic Brooder is provided with a port hole and slide at bottom of pipe for cleaning out soot and other material which drops down the pipe. You will find this a great improvement for keeping the smoke flue clean. You do not have to remove the pipe. Cut showing this improvement you will find on List of Parts page 9, illustration Number 11. It is the same section of pipe that draws the gas from gas chamber.

It positively collects all gas, which escapes through top of heater and discharges same into the smoke pipe. This improvement alone is worth a great deal, its value cannot be estimated *as it is impossible to succeed raising chicks if the brooder leaks gas. Gas means death.* The deadly poison must be taken out of the house. Common sense teaches that, as we all know what it means when a coal stove or heater leaks gas in our residence. If it means death to plants, what will it do to chicks?

This improvement, together with the bottom draft regulation on the Magic Brooder puts it in a class by itself.

The Magic Brooder has no equal or competition when you consider real quality and efficiency

The Magic Brooder will not murder the chicks with gas, or chill them to death. *It is your loss if you own a poor brooder.* You may as well try to get blood out of a stone as to try to make a profit raising poultry with brooders not dependable, especially if they leak gas.

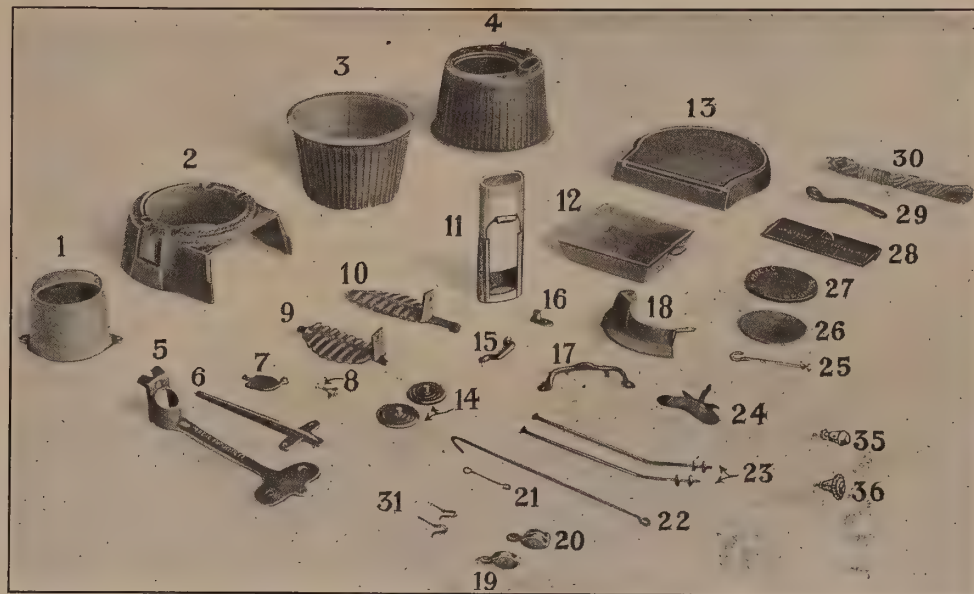
You insure success when you install a **MAGIC BROODER**

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.

List of Parts FOR MAGIC BROODER

No.

- 1 Coal Magazine
- 2 Ash Chamber
- 3 Bottom Half of Fire Box
- 4 Top Half of Fire Box
- 5 Upper Thermostat Arm
- 6 Lower Thermostat Arm
- 7 Lower Damper
- 8 Thumb Nut Bolt (to regulate heat)
- 9 One Half of Grate
- 10 One Half of Grate with shaker end
- 11 Section of Pipe 12" long with clean-out which connects heater and gas chamber
- 12 Ash Pan
- 13 Bottom of Heater or Ash Chamber
- 14 Thermostats (can order one or more)
- 15 Link which connects grate bars
- 16 Lug and port hole to carry gas from magazine to smoke pipe
- 17 Guard which protects upper damper
- 18 Smoke Flue Plate
- 19 Single Pulley
- 20 Double Pulley
- 21 Wire to connect Lower Damper with Lower Thermostat Arm
- 22 Wire to connect Upper and Lower Dampers
- 23 Side Rods which hold Heater together
- 24 Upper Damper
- 25 Rod for Lifting Magazine Lids



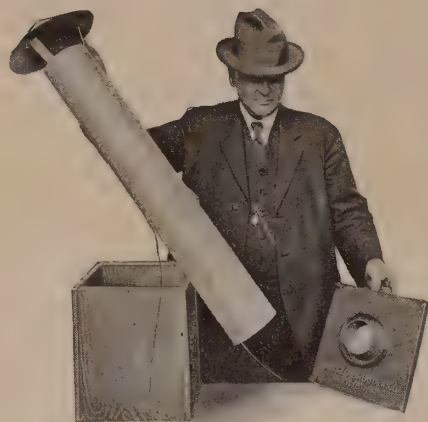
- 26 Lower Lid for Top of Magazine
- 27 Upper Lid for Top of Magazine
- 28 Ash Chamber Door
- 29 Shaker
- 30 Rope for Lifting Deflector
- 31 Screw Hooks for Pulleys
- 32 Curtain for Large Brooder
- 33 Deflector 42" Diameter
- 34 Deflector 52" Diameter
- 35 Knob for Deflector Door
- 36 Knob for Ash Chamber Door
- 37 Curtain for Small Brooder

Always order Parts by number given on list. Also give number on brooder stove which is on the base above the ash door. This will enable us to fill your order correctly. For prices see first page in catalogue.

United Brooder Co.

360 Pennington Avenue Trenton, N. J.

NOTICE THIS NEW FEATURE



Hill's improved roof pipe

cap is made with a flange that fits over the top of box. You fasten same to box with four screws through the flange. The cap has a 3 inch hole in center with a collar 2 inches high around it. The smoke pipe from the brooder extends up through the wood box and into the center hole. If it extends above the collar it makes no difference but the pipe must fit the center hole tightly to get a good draft.

The outside collar which is one inch high receives the 5 inch smoke pipe which extends 39 inches above the iron cap. This pipe is made rigid by four guy wires fastened to corners of cap. The warm air from the 3 inch pipe expanding into the 5 inch pipe reduces condensation considerable and the space between the center collar and the 5 inch pipe catches what little condensation there is above the roof. This is a wonderful invention for brooders installed in colony houses or where there are no brick or terra cotta chimneys to connect to.

Condensation in smoke pipe has caused considerable trouble with all makes of brooders in the past. The laws of nature are such that condensation always takes place on a cold surface. The pipe above the brooder house being so much colder than the warm smoke and gas inside of the pipe, the moisture in same condenses on the inside of the smoke pipe (in the same manner as moisture condenses on the outside of an ice pitcher) and runs down inside of the pipe often causing trouble with the draft and sometimes putting the fire out.

For the last two years we have furnished clean-out door at the bottom of the smoke pipe which is good as you can watch the draft space without removing the pipe.

We now have a much greater improvement

It eliminates 90 per cent of this trouble. It is just what every poultryman has been looking for—something that will keep the condensation from getting down in the brooder stoves. This invention keeps most of the matter above the roof which is a wonderful improvement over the old way.

This new invention consists of a wood box 10 inches square by 12 inches high open top and bottom. This box is to fasten in the roof to support the iron cap and pipe. The cast iron

HILL'S IMPROVED ROOF PIPE

This arrangement of smoke pipe for top of colony houses will fit the pitch of any roof. If you should order one of these roof pipes together with the pipe which leads from the brooder up to the roof, we would require the height from floor to roof where the brooder stands. When ordering roof pipe alone we need no measurements.

Price of 5 inch galvanized pipe, cast iron cap and wood box complete including guy wires, \$5.80 F.O.B. Trenton.

Price of 3 inch galvanized pipe 30 cents per foot.

Top of 12 inch pipe which we furnish on large size brooder is 34 inches above floor; on small brooder 32 inches above floor. When ordering 3 inch pipe allow about 12 inches for box and cap above roof, or give measurements from floor to roof.



Illustration shows how roof box extends through roof

To install Hill's Improved Roof Pipe

You simply cut a hole in the roof 10 inches square, making each cut vertical so the roof box will fit the hole nicely. Let the bottom of the box come down flush or a little below the under side of roof on low side or it may extend down a little. This depends somewhat on the pitch of the roof and head room. Nail through side of box into edge of roof, which gives you a strong base for the iron cap.

To make the roof water tight around the box, use either three-ply tar paper or tin flashings. On the upper side this flashing must extend up under the roof paper and the other three sides. Nail it on top. Also make tight to sides of box. Same can extend up and turn over on top of box the thickness of the boards and then put the iron cap down on top of the tar paper which makes an excellent job as then the whole box is covered with roofing paper.

After fastening the iron cap you put 5 inch pipe in position, driving it down tightly to iron cap. Next, fasten guy wires to corner lugs on cap keeping the pipe perpendicular.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.

Our Money Back Guarantee

We guarantee the Magic Brooder to hold fire all night without attention and brood chicks successfully. If the brooder does not do all we claim we will cheerfully refund the money after 30 days' trial and pay freight both ways. You of course are to use good clean coal and provide suitable houses for the brooder. Remember, when you order a Magic Brooder you are getting real value for your money and you take no chance of losing a single penny.

The Magic Brooder Specification

Built of solid cast iron, highest grade. Either size brooder requires 3" pipe. Thermostat arms are 15½" long. Regulator consists of two 3" double wafer thermostats made special of the very best materials for the Magic Brooder. We recommend using nut coal. We do not furnish stove pipe or thermometer with Magic Brooders, except the 12" joint with clean-out.

Fire needs attention twice a day. When brooder is filled with coal the fire will last all night and well into the next day, even in cold weather—no worry at all—you can sleep as though you did not have a chicken.

Small Brooder

Capacity 150 to 200 chicks

Weight of Heater, 58 lbs.
Weight of Deflector, 15 lbs.
Shipping weight complete, 95 lbs.
Heater, 20" high; 24" high to top of magazine.
Grate, 7" diameter.
Heater, 10" diameter at center.
Heater, 9" diameter at top.
Magazine, 5" diameter by 4" high.
Ash Pan, 7" x 8" x 2" high.
Door to Ash Chamber, 8" long by 3" high.
Coal capacity, 34 lbs.
Deflector, 42" diameter.
Brooder will work in house 6' x 6' or 7' x 7'.
We recommend a house 8' x 8' or larger.
Burns 8 to 12 pounds of coal per day.

When placing your order

state whether to ship by
freight or express. Also
write your name and ad-
dress plainly so there will
be no mistake in shipping

Large Brooder

Capacity 250 to 300 chicks

Weight of Heater, 70 lbs.
Weight of Deflector, 20 lbs.
Shipping weight complete, 115 lbs.
Heater, 22" high, 27" high to top of magazine.
Grate, 8" in diameter.
Heater, 11" diameter at center.
Heater, 10" diameter at top.
Magazine, 6" diameter by 5½" high.
Ash Pan, 8½" x 9½" x 2¾" deep.
Door to Ash Chamber, 9½" long by 3½" high.
Coal capacity, 40 lbs.
Deflector, 52" diameter.
Brooder will work in any size room; same should not be less than 8' x 8'.
We recommend 9' x 9' or 10' x 10' x 6' to 7' high. A room 10' x 12' or 10' x 14' is still better.
Burns on an average of 10 to 15 pounds of coal per day.

My fellow poultrymen, let me talk to you!

I WANT just a few minutes of your time. I am interested in the welfare of every person engaged in the poultry business, as I am a poultry raiser myself and know something about the ups and downs of the business. I well remember the days of my boyhood and the time when I embarked in the poultry business. Two years in succession my losses were appalling but I did not give up. I was determined to win. Finally the tide turned but not until I learned enough about the business to turn it myself. I like to see others succeed. I love to see the chicks grow, develop and produce a profit.

**Without a profit the business soon
looses its charm and becomes a
burden instead of a pleasure**

When a business is on the wane; when you know and feel it is going backward; when you can see things are not going right and do not know how to remedy the trouble, it strangles enthusiasm and saps the very ambition, energy and power from a person who really does things. No person can do their best when discouraged. In fact, such disappointments at times cause a person to be down-hearted and gloomy. I know all about it but cannot describe it. After each setback I tried again as I had somewhat of a bull-dog grit and held on until things went better. Discouragement never wins.

To succeed you should have a determination to win, backed up with courage, confidence, ambition and power. Do not give up the ship the first time it strikes a rock or sand bar. Never harbor thoughts of discouragement, but instead fathom and remedy the trouble the best you can, always bearing in mind that there is a cause and a sufficient cause for everything that happens.



C. V. HILL

The man at the heart of the business. The man talking direct to you in this booklet.

**No matter how small or how
great, there is a cause.**

Things do not happen by chance.

I ask how many dollars you have to exchange for unreliable equipment and dead chicks this year? If not many, be careful about your stock, houses and brooders.

Are you going to trade your valuable time and money for debts and disappointment?

You certainly will if you do not work in harmony with the laws of nature. These natural laws must be obeyed, otherwise we shall pay the penalty. It may be disastrous. It may mean a complete failure.

Are you going to keep on hatching or buying chicks for the worms of the earth to fed on, simply because you like chickens?

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.

I like chickens myself but I like to see a profit

Are you still traveling in darkness looking for the road which leads to prosperity? Are you looking for a person with actual experience in the poultry business to give you a few pointers?

Are you looking for some one who will tell you the whole truth and nothing but the truth? *If so, I stand ready to help you.* I am willing to give you my time, tell you my experience and teach you some of the fundamental principles in regard to running a commercial poultry plant on a successful basis. When I was about twelve years old I loved chickens better than myself. I gave up many pleasures for the sake of being with the chickens. My father used to tell me I would turn into a chicken. Finally he gave me a rooster and ten hens and built me a yard about 100 feet square with a high fence around it. Talk about enjoyment, contentment and real happiness, those days have never been equaled.

All I could see was profit

The air castles I built would cover the heavens. I spent much time figuring profits, instead of doing the things which I should have done. I incubated every egg my hens laid from March until June and by July first I had about two hundred young chicks in the yard 100 feet square, with the old fowls. I was going to do wonders the first year. Not a blade of grass or even a weed was to be seen in my chicken yard. The ground was hard and as bare as the inside of my hand. Even the

water vessels were open to the rays of the hot sun and perhaps cleaned only once a month. But I was as happy as a lark. I thought things were all right. I did not know any better. I did not know what the result

would be not to give the chicks green food, plenty of grit, fresh water, shade and exercise. In August my whole flock got cholera and all died in a short time but seven. My air castles burst and vanished like a soap bubble. My profits were as a flower cut down and withered to nothing, but I was not altogether discouraged. I tried it again the next year on shares with my father. He allowed me to have about five acres on one side of his farm for the chicks, so they would have plenty of room. It was a sod field and a good dry place for them. I must say I did well the early part of that year.

I was proud of myself

By September first I had fully five hundred Barred Rocks that would average three to five pounds each, but in October they got the roup, the worst form of roup I ever saw. Over four hundred died in three weeks. Every morning I had a wheelbarrow full of dead ones. My air castles vanished again, like dew drops in the sunlight. My beautiful chicks were gone, returned to mother earth. I realized there was something yet to learn. Yes, there was oceans of practical knowledge I did not possess.

While disappointed and gloomy at times, I did not give up the ship. I held on and tried it again the next season.



I love to work and see the business grow

My determination won

I went at the business again with a greater determination than ever and within five years I was considered the most successful poultry raiser in that section.

In those days I hatched and reared the chicks with hens but soon commenced using incubators and brooders and really had to learn the business over again. I bought my incubators but made many styles of brooders, both hot water and hot air. In my lamp brooders I smoked the chicks more than once until they were as black as ink and sometimes as dead as a stone. It was a common thing to find the lamps or fires out and the chicks chilled. *I never reached the highest degree of efficiency which I have attained thus far until I invented the MAGIC BROODER. Necessity was the mother of this invention.*

Years of Experience and Achievement Led Up to Final Victory

Now the main thing of all I wish to tell you and impress on your mind is that I was the cause of all my troubles, and when I look back over those years of disappointment and failure, I can readily see the trouble was due to lack of knowledge, experience and dependable equipment. My brooders gave me the most trouble, but the greatest trouble of all was with myself. *I tried to do a big business before I knew how to do a little one.* I tried to walk before I could creep. I thought I could handle a thousand chicks as easily as a dozen, and my profits would be increased proportionately.

It Would Have Been a Miracle

I can see now it would have been a miracle for two hundred chicks to thrive in a yard without grass, without shade, without bugs and worms, without grit, without exercise and without anything which adds to their health and comfort. No wonder they got the cholera. If I wanted a lot of chickens to get the cholera, I would treat them in just the same manner as I did my first lot, many years ago. And let me tell you, if I wanted to give a lot of chicks the roup in a few days I would treat them the same as I did my Barred Rocks the second year of my experience. They crowded in the coops at night like sardines in a box. I thought if the coops held them one night, they would hold them the next night and so on. But finally they could not all get in the coops. The chicks that were in almost smothered and the chicks outside were chilled. Roup soon developed. It fell to my lot to bury the dead. When a boy, I attended more than one chicken funeral with tears streaming down my face. I was burying my profits.



Years of experience and achievement
led to final victory.

Profit by Experience

When you see a fellow start in the poultry business on a large scale without experience and try to raise four or five thousand chicks the first year (perhaps with only four or five brooders), it reminds you of a person getting into an automobile for the first time, taking hold of the wheel and starting off at high speed. The first obstacle he encounters something happens, as he does not know what to do, or how to do it. *I can tell you it requires some knowledge and experience to become efficient in any line.* I do not claim to know it all. I am learning new things every day.

The invention of the Magic Brooder is another step towards putting the commercial poultry plants on a paying basis, as the brooding systems of the past were not reliable. They were not efficient and profits could not be based on them.

I do not claim my way of raising chicks is the only way. Chicks were raised before I was born. But I do claim to raise poultry on a large scale is a science and requires skill, perseverance and plenty of ambition. *I can show you the highway of prosperity, the same road that I found which leads to success.*

You cannot afford to trifle with life. The spark of life once out, it never returns. *I say reader, listen to me, use your best judgment, use every power at your command when selecting a brooder. Study efficiency, never buy a brooder without gas protection. Gas means death. No living thing will thrive with gas.* Also buy a brooder with capacity equal to all emergencies. As the success of the poultry business is hinged directly on the brooder. *Chicks will not thrive with a dead mother, any more than you can raise fruit on dead trees. The brooder is the foundation, the life and heart of the business.* If there is anything in this world that will give new life to a run-down poultry farm, it is dependable brooders. Many poultry plants are like a barren desert. They are without good producing birds, without eggs, without profit, without pleasure and prosperity. The Magic Brooders will make these deserts blossom as the rose.



Good hens will reward you for your work
and net you a handsome profit.

Dependable Brooders necessary for success

The Magic Brooder leads the world in construction and efficiency. They are not made like other brooders. *They are equipped with the best gas escape system in the world. No system on earth can be more efficient.* Another great feature is the capacity of the brooders to perform the work. They hold the fire, never leak gas and brood chicks that will produce a profit. In other words grow chicks from shell to maturity without a setback, the only way to succeed. The Magic Brooder would not be capable of doing this if it was not arranged with top and bottom draft regulation. *Remember, the gas escape system alone on the Magic Brooder is worth more than the price of the brooder.* Yes, it is worth ten times more. You cannot estimate its value as chicks will not thrive in a room with gas.



Why tolerate a brooder that will
not produce strong,
vigorous birds.

Success is not a matter of luck. You
can trace it to ambition, good judgment
and dependable equipment.

Raising Chicks is Dealing With Life

The double safety heat regulator, thermostat protection, coal capacity, improved grate and thermostat regulator, together with large ash chamber and ash pan, etc., puts the Magic Brooder in a class by itself. The first cost of a brooder amounts to nothing compared with results. *What does five or ten dollars amount to when your success depends on the brooder?* Would you not willingly pay five or ten dollars to have your brood of chicks insured? *A dependable brooder is the cheapest insurance on earth.* You must remember the poultry business is not like the average business. *It is a life-dealing business* and when dealing with life, your equipment must be dependable. The little chicks need faithful mothers with ability and power to brood them. They need brooders like the Magic, absolutely dependable at all times.

A Reliable Brooder is the Starting Point to Success

It makes no difference how well your houses are built, how many fowls you keep, how many eggs you get, unless you keep your stock up to the standard, your business will soon fizzle out. It will die the death of failure. You must use dependable gas-proof brooders. Raise strong, vigorous chicks in order to keep your stock up. *They must be capable of producing a profit or you will never get it.* Growing the chicks is the foundation of the business. *The Magic Brooder is the master key to unlock the door to success in the poultry business.* *It is the backbone of the industry.* *The King of the brooder world.* *A life-saver; a money-maker; a bridge that spans the great chasm of poultry troubles.*

A Brooder Broods Chicks After Its Own Kind

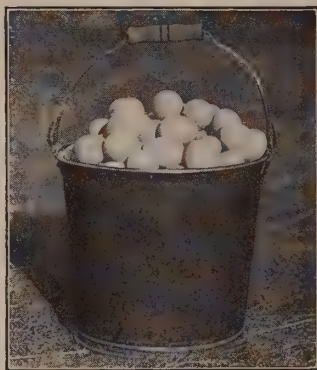
The Magic Brooder needs no attention during the night. You can fix the fire before dusk and not again until morning. It does marvelous work. It battles the elements of the weather and comes out victorious every time. It has won the victory and received the crown of superiority over all other makes. Remember, every brooder broods chicks after its own kind, no matter if it be good or bad, we can only expect like to produce like. If you use poor brooders, it is a monstrosity to even think of success coming your way.

Do Not Crowd the Chicks

Now in reference to the capacity of brooders. You will note the Magic Brooder is rated far below others. And yet it has the capacity. It will hover just as many chicks. Now I am going to tell you the truth about the capacity of brooders, sale or no sale, I want you to succeed. I will not mislead you for the sake of a few dollars. Your success is my success. *The truth is, large numbers of chicks will not thrive together. No matter if you provide the right temperature, the chicks must have room to grow. Every chick must have a certain amount of fresh air and liberty. I rate my brooders according to the number of chicks I can brood successfully with them. Remember, this is no theory, I am giving you facts. I do not consider the capacity of a brooder the number of chicks you can crowd under a hover or the number it will brood the first week. The capacity of a brooder is the number of chicks it will brood successfully until they are large enough to thrive without the brooder. Make note of this.*

The real secret of the poultry business can be told in a few words

Use dependable brooders; never crowd the chicks; keep the houses clean and free from vermin; give wholesome food regularly; fresh water and grit at all times; plenty of fresh air without draft.



Dependable gas proof Brooders will brood strong, vigorous birds equal to producing a profit.

If I should tell you the Magic Brooder would brood a thousand chicks at one time successfully, I would tell you a falsehood. It would be deceiving you in every sense of the word. It would bring disappointment and failure to your door if you tried it out as it has to many others. You may raise a large number of chicks, perhaps one-half scrubs. Remember you cannot succeed unless you raise strong, vigorous birds. Scrubs are a failure, the more you raise of them the more you lose.

It is useless and the height of folly to put more chicks together than will grow at a profit. For the very best results I only put two hundred and fifty chicks with the Magic Brooder.

Success does not depend on the number of chicks you can crowd under a hover. It depends on the number you raise at a profit.

It is profit we want and not failure. It is profit we are striving for. It is profit we require to carry on business. It is profit we enjoy, it makes life worth living. *Crowding chicks means crowding your profit. In fact it means scrubs, misery, disappointment and failure. Use the Magic Brooder and don't crowd the chicks, means pleasure and profit.*

C. V. HILL

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.

Feeding and caring for the chicks

I have often told beginners that success does not depend on the kind of feed as much as it does on the way you feed. REGULARITY and CLEANLINESS are two things which must not be neglected. There are many kinds of poultry food that will grow chicks but the chicks should have it when they need it.

If a person will just stop and think for a minute they can see that a little chick needs to be fed often, as their capacity is very small (like a baby). They should be fed every two hours the first week or two and only a little at one time, about what they can clean up in 10 or 15 minutes. When the chicks are 4 or 5 weeks old we still feed five times per day.

Chicks should not be fed too much. Keep them a little hungry, always ready to eat. Their digestion is much better, they are more active and spend much time looking and scratching for food. Indigestion is the forerunner of trouble. Always keep fresh water and grit before them. The water vessels should be cleaned every day.

Sanitation, good food and regularity is the secret of success

The style of house makes very little difference. The main thing is to have good ventilation with plenty of sunlight and without draft. To do this the house should be tight on three sides. We prefer a house with the roof to pitch one way. It runs the water all to the back and lets the sunshine back in the house.

Good Type of house to use

For early brooding we like the floor of a house to contain about 140 sq. ft. You can build it 12' x 12' or 10' x 14'. A house of these dimensions will give the chicks room to exercise a little in bad weather. For late brooding you can get along with smaller houses as the chicks run out nearly every day. I am speaking now of brooding 300 chicks at one time. Of course you can brood early chicks in a small house but not so many at one time. Experience will teach you that chicks must have a certain amount of room to thrive as they should.



The above cut shows how the Magic Brooder takes care of the chicks in winter weather. When snow is on the ground we remove it from the fronts of our colony houses and let the chicks out during the middle of the day. Chicks must get on the ground and have plenty of exercise to prevent leg weakness.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.



View of Colony Houses on the Mercer Poultry Farm, owned by C. V. Hill, Trenton, N. J. In these houses Magic Brooders have done wonderful work

About the middle of March we have placed as many as 2400 White Leghorn chicks in the above houses 10 ft. x 14 ft. Over 2200 birds were actually raised from 2400 chicks. We consider this good. The cockerels were separated and taken away from the pullets as fast as they were capable of thriving without heat. About July 1st we were compelled to bring two other colony houses out of another field to help handle the pullets. The birds you see in the picture are all pullets, 1100 strong and a finer lot of birds you never saw. Fully 95 per cent were first quality. Chicks must have shade during the summer. You will note they can go under the colony houses which are about 12" off the ground. We also provide shed over the drinking vessels and feed hoppers in hot weather which all helps to grow good birds. Remember, these chicks were hatched in cold weather and our success was due to the efficiency of the Magic Brooder.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.



The above picture was taken on the Mercer Poultry Farm in August and shows over 300 Leghorn Cockerels which were hatched March 15th. Such birds as these are seldom ever found on a poultry farm in August. Every bird was large, well developed, full of vitality and fighting blood. Their size and strength may be traced for generations. You cannot estimate the value or worth of brooders when they brood birds like these. *Every bird is a live testimonial of the dependability of the Magic Brooders.* A finer lot of birds you never saw at five months old. They made wonderful breeders. They had the size, the ambition, the energy, the vitality and the great strength to produce marvelous results. The picture above should convince you of the superiority of the Magic Brooders. If you would like to know more about our leghorns, address the Mercer Poultry Farm, R. F. D. No. 1, Trenton, N. J., or come and visit our farm.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.



Fellow poultrymen, I want you to take a good look at this picture. The birds are only five months old and were brooded with the Magic Brooders on the Mercer Poultry Farm. *Just as sure as you can judge a tree by the fruit it bears, you can judge brooders by the chicks they raise. Remember, like produces like. High grade brooders will produce high grade chicks. If eating the pudding or the pie is the proof of the quality, surely this picture is the proof of the efficiency and superiority of the Magic Brooder.* It is one thing to talk success and quite another to accomplish it. I believe the photographs of birds alone in this booklet will convince you that you want the Magic Brooder to brood your chicks. The only way to produce birds like these is to use brooders equal to producing them.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.



The above cut was taken on the Mercer Poultry Farm and shows several yards and houses for growing young chicks. We separate the cockerels from the pullets when eight to ten weeks old or as soon as they will go on the roost and put them in houses with yards such as you see in the above picture.

A person cannot jump into the poultry business on a large scale in one or two years. It requires a little time to obtain the real knowledge and experience of how to care for the birds and keep them healthy.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.



Fellow poultrymen, the above picture was taken for your benefit to show you what can be done. It was taken on the Mercer Poultry Farm in September. The pullets were five and one-half months old. It is useless for me to tell you these birds were far above the average, you can be the judge, I speak the truth when I tell you these birds were photographed just as they grew on free range; not selected. They were brooded with the Magic Brooders. Out of 1100 birds we did not have over 5 per cent second quality and what you call scrubs were not to be found. This is what I call perfect brooding. I believe it to be the highest perfection attainable in brooding, as we raised about 95 per cent of the chicks put out in this particular lot, which was the best we ever did. If we can raise 80 per cent good birds we are satisfied.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.



The above photograph was taken on the Mercer Poultry Farm about September 1st. The birds were hatched the latter part of March and brooded with dependable brooders. THE MAGIC, OF COURSE. One thing sure, the birds would not have the stamina and real energy that they do if the brooders did not regulate perfectly and carry all gas and foul air out of the house. People may wonder why we show so many husky, vigorous birds in a brooder catalogue. Our answer is—we desire that every poultryman shall learn of the quality and efficiency of the Magic Brooder and concluded that the most convincing proof of all would be to show the product of the brooder. Seeing is believing. The house in the above illustration is 20' long, 14' deep by 5½' high back and 8' high front, raised up 12" to 18" above the ground but closed tight to the earth.

Testimonials

June 8, 1923.

UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: I received the brooder a few days ago. It is fine. I wouldn't take double what I gave for it if I couldn't buy another. My chicks were getting sick before brooder was received on account of not having proper heat and room, but the next day after they were out with the brooder you could notice a difference and are now doing fine.

Those who have seen it work and the little care the chicks are with it are much in favor of the arrangement. The coal burner is what so many like after using kerosene oil and lamps. Keep me posted on prices. I think I will be able to do some business another season.

Yours very truly,

JAMES A. HENSBY,
Green's Nursery Company,
Clifton, Monroe County, N. Y.

April 23, 1923.

UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: I received the brooder which you shipped by freight. Same was in good condition. I set it up and started a fire in it the next day. It didn't take but a few minutes and I had the heat up to where I wanted it. It certainly does everything you say it will.

Yours very truly,

ARNOLD JACOBS,
Ripon, Wis., R. D. 3.

April 27, 1923.

UNITED BROODER COMPANY, Trenton, N. J.

Dear Sirs: I am mailing you check for which you may send by express one large Magic Brooder to Mr. C. O. Cates, Kennebunk, Maine.

This makes the third brooder Mr. Cates has

bought of me. Now I want to tell you how pleased every one is that is using a "Magic" I sold them. One man put 151 Reds under his and has not lost a chick. He says a hod of coal lasts him two days.

My first lot of chicks (950) Leghorns came March 31st, a *very cold, windy* day and night, but the temperature was the same in the morning as at night. Many people lost chicks that night. One farm lost 8000 chicks about that time.

The man who has the Reds says if he had used a Magic thirty years ago he would have owned the town by now.

The Magic certainly does work perfectly and I hope to sell more next season. I have at present 1300 chicks and expect to have 800 more.

Yours very truly,

J. D. BRAGDON,
Kennebunk, Maine.

March 26, 1922.

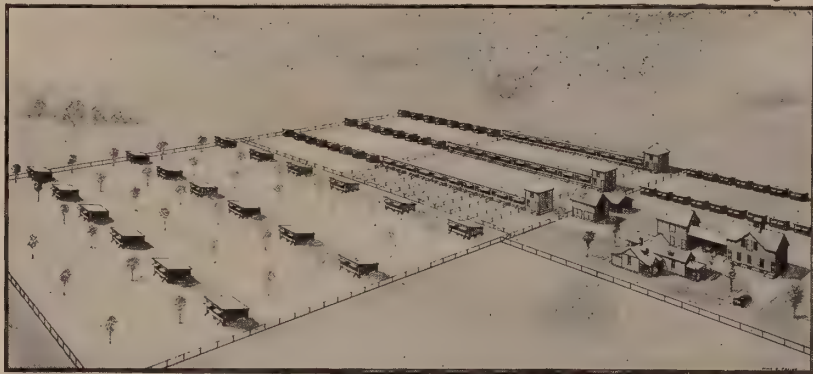
UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: Your brooder has given such satisfaction I thought I should drop you a few lines. We started the brooders on February 20th and certainly have had some gales since then. The wind has blown a gale from the northwest and northeast. Our first gale was three days after I put out the first 1000 chicks. I really was afraid to look at them the next morning as it was one of the coldest nights of the winter. I finally went out to them. They were all in fine condition and the houses were as warm as in the summer time.

Last year I did not start my stoves until May 5th. Therefore, there was not any cold weather test. I am pleased to say the Magic is a wonderful stove.

Yours truly,

L. L. WILLIAMS,
Edgewood Poultry Farm,
Cape May, N. J., R. F. D. Fishing Creek.



A good lay-out for a poultry farm, showing colony and laying houses, together with feed rooms, store house etc.

Testimonials

May 10, 1923.

UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: I received your letter of May 5th with direction sheet for the Magic.

I can honestly say I have never seen a brooder that was so satisfactory as your "Magic Brooder." Just to prove this I would say there is a neighbor of mine who purchased an oil brooder from a local hardware company who claimed it to be just the thing. As a matter of fact he nearly lost all of his little chicks by using it, as it smoked a good deal in the night and would go out. On the other hand my little chicks are doing fine with your brooder. I use nut coal and have not had a bit of trouble keeping the fire.

Yours truly,

STANLEY HAFNER,

196 Kensington Ave., Meriden, Conn.

March 17, 1922

UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: We have received the Magic Brooders in good condition and are well satisfied with them. We recommend them above all others.

We recommend the Magic Brooder because it has an automatic draft regulator, automatic gas escape and it also has a convenient little soot cleaning hole. An ordinary brooder stove does not have all these convenient improvements. The coal magazine also comes in very handy.

We have tried the Magic and find it to be just as you claim. We have eight brooder stoves in all now and we recommend the Magic above the rest.

Very truly yours,

A. F. ZEINEMANN

Sunny Meadow Poultry Farm
Sheboygan, Wisconsin

May 3, 1923.

UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: I have been very successful so far with the Magic. Have raised, to the present time, 95% or better of every flock put around them. The oldest ones are well feathered out. Run brooders at 70 to 80 degrees at edge of deflector and have no trouble at all with crowding.

Houses are thoroughly cleaned and disinfected every seven days and only run 200 to 300 to a flock.

I expect to change some of my other brooders another year and replace them with Magics which shows what I think of them.

Very truly yours,

FREEMAN L. BRACE,

Medina, N. Y.

May 25, 1921.

UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: In regards to your brooders this season for which I have the agency and am very proud of it, I bought eight brooders and sold seven of them. I have one on hand which I use to demonstrate and all my customers have nothing but the best to speak of them. They cannot say how well satisfied they are.

One customer bought two brooders and he says they more than paid for themselves this season. Another customer put 303 chicks around and only lost three and the other 300 weighs 1¼ pound each now. I think that is some advertisement for the Magic Brooder. I have sold six brooders for next season and expect to sell more.

I appreciate the way you do business, and for your prompt attention to orders.

Yours for success,

I. E. MOYER,

Kutztown, Pa., R. D. 2.

May 10, 1923

UNITED BROODER COMPANY, Trenton, N. J.

Dear Sirs: I received the brooder on the 24th of April. All O. K. and have it running. It just works fine. Everybody that saw it thinks it is a dandy. I will do all I can to get more orders in my neighborhood.

Yours truly,

F. D. ZUSCHLAG

Greenville, Pa., Route 45

March 6, 1923

UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: We received the six brooder stoves and put up a large and a small one. We have been having very cold weather, 10 below zero and the brooders certainly have done fine. Have only had to coal them twice a day as you stated and they regulate perfectly and we are well satisfied.

Yours very truly,

Mrs. G. W. GOODRICH

Wheatland, Wyoming

March 16, 1923

UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: I accept your offer to sell me three more brooders and will send for these as fast as we can get our houses done.

I have used many different kinds of brooders but I want to tell you that I have never had anything like the satisfaction from them that I am having from yours. I can go to bed and really sleep nights now.

Yours very truly,

ALDEN F. GRAFFAM

Holliston, Mass.

Testimonials

April 24, 1923

UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: Your letter received regarding price of Magic Brooder, large size. Enclosed find certified check and ask that you please send stove immediately, if possible.

The stove purchased from you two years ago has given most excellent service and satisfaction. There are representatives of a number of other makes of brooder stoves in this territory, but I have failed to find one that looked as good to me. Few, if any, have the draft and check, both controlled by the thermostat, which is a most desirable feature, as well as other things about your stove which are superior.

Respectfully,

Mrs. H. P. STERLING,
Avenue Road, Perrysburg, Ohio.



Cut showing leghorn pullets brooded with the Magic Brooders. It is a pleasure to raise birds when they develop like this.

April 20, 1923.

UNITED BROODER COMPANY, Trenton, N. J.

Dear Sirs: The brooder arrived promptly and I should have written to you before but have been waiting until I had run the brooder sufficiently to know how it was going to fulfill my ideas of what a brooder ought to be.

I now have no hesitation whatever in stating that I am very much pleased with your brooder. It keeps a more even temperature and with noticeably less coal than is the case with any of the five brooders of the heretofore most popular makes, which I have been running at this same time in exactly the same size and type of coop.

I can give my unqualified recommendation of your coal-burning brooder stove to anyone wishing this type of brooder.

Am spreading the good word here as fast as opportunity offers.

Yours truly,

J. W. CROWELL,
Salem Depot, N. H.

April 25, 1923.

UNITED BROODER COMPANY,
Trenton, N. J.

Gentlemen: Please send me at once another large size Magic Brooder. I am enclosing check.

We are delighted with our brooder. Would use no other.

Respectfully,

Mrs. E. LACY COURTNEY,
Kinsale, Va.

April 2, 1923.

UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: Another customer wants a Magic coal-burning brooder, large size. Ship by express at once, please.

This is the only brooder I am trying to sell because it is the best that I have seen or tried. People are wild about the Magic when they see it. Expect heavy sales for 1924.

Yours truly,

J. H. McCLELLAND,
Stamford, N. Y.
July 5, 1923.

UNITED BROODER COMPANY, Trenton, N. J.

Gentlemen: You have or will shortly receive an order for two Magic Brooders. These are for me and I am writing to ask if you will not kindly expedite this shipment and advise me when you make it.

I had two stoves from you last year. Two of my neighbors have bought them and I want to say they are about the only practical poultry accessory with which I have had experience.

Yours very truly,

ARTHUR R. SENIOR,
Sicklerville, N. J.

May 22, 1923.

UNITED BROODER COMPANY, Trenton, N. J.

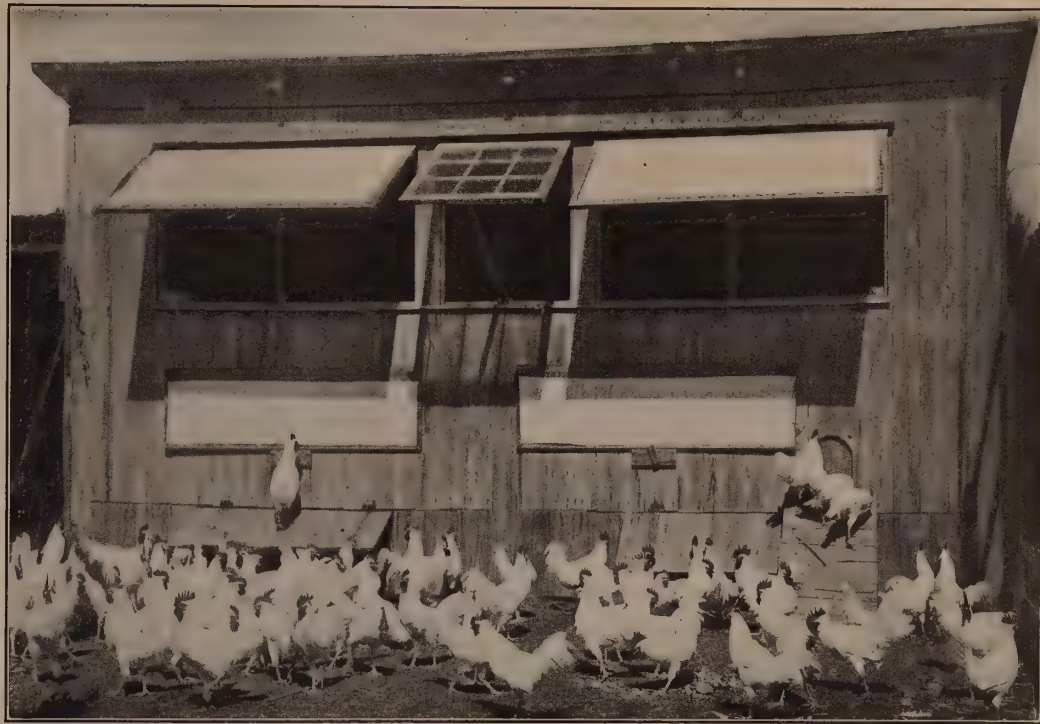
Gentlemen: Enclosed find cash for which please send me four wafer thermostats for Magic Brooder at once.

This is our third season with the Magic and must say they are the best of any we have ever used and I never hesitate to recommend them to anybody.

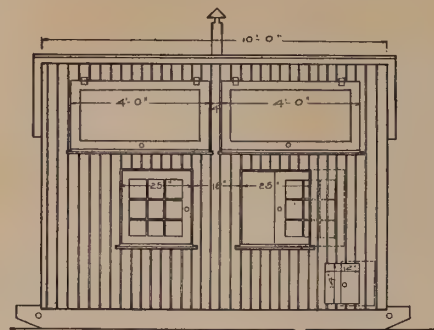
Yours truly,

H. P. WILSON,
Orcharddale Farm, Castile, N. Y.

THE MAGIC BROODER—SELF REGULATING AND POSITIVELY GAS PROOF—UNITED BROODER CO., TRENTON, N. J.



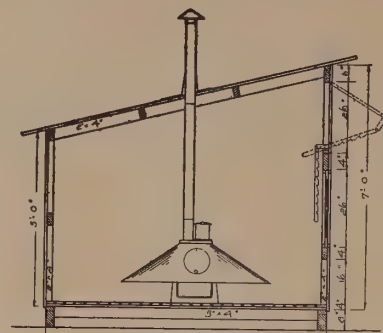
The above photograph was taken on the Mercer Poultry Farm about September 1st. The birds were hatched the last week in March and brooded with Magic Brooders. The house shown in this illustration is 20' long, 14' deep and 5½' high back by 8' high front. The house is raised 12" to 18" above the ground but closed up around the sides. One look should convince anyone about the stamina of these birds. They are strong, ambitious, and full of energy—the kind we always raise with the Magic Brooder. It is only the strong birds that produce a profit, consequently to succeed in the poultry business you must have brooders that will raise strong birds. The Magic Brooder will do it for you the same as it does for us.



FRONT ELEVATION

Diagram of Colony House

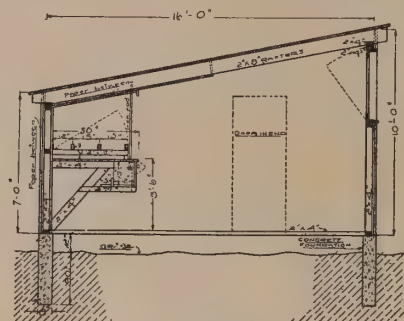
Cut showing how to build a small colony house 7 ft. x 10 ft., 8 ft. x 12 ft. is still a better size. For early chicks the houses must be large enough to accommodate them in cold and stormy weather. It requires a larger house to raise the same number of chicks in March than it does in May. A brooder will also handle more chicks in summer than it will in winter. Remember colony houses must be built air-tight on back, ends, bottom and top, with plenty of ventilation in the front which can be closed or opened to suit the weather conditions.



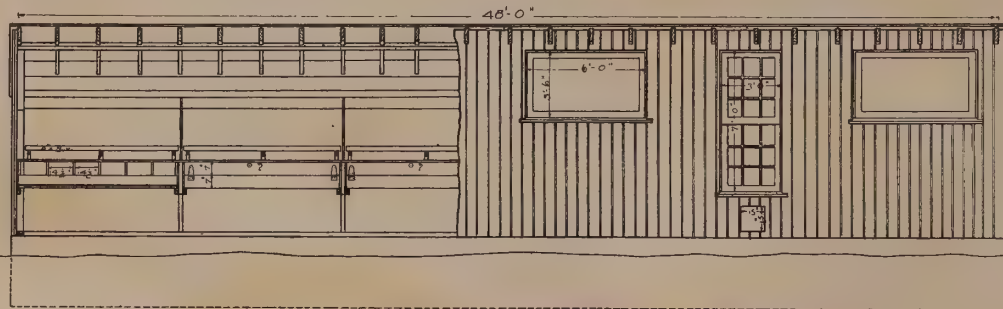
CROSS SECTION

The cut shown below is simply a suggestion of how to build a laying house. I recommend a thin cement floor $1\frac{1}{2}$ inches thick on 6 or 8 inches of cinders. It is necessary to have the cinders in order to insulate the floor from the earth. It makes a warm house in winter. The floor should always be covered with litter 4 to 8 inches deep. The side walls should be built as near air-tight as possible. Do all your ventilating with the windows and muslin curtains. The

openings in the front of the house should not exceed one-fourth of the area of the front. It, of course, makes a difference how and where the house is located. If well protected from the wind the front may be opened one-third to one-half. It pays to build warm houses for the fowls so it will not require all they eat to keep them warm. It leaves a surplus of strength to produce eggs.



CROSS SECTION



INTERIOR

EXTERIOR

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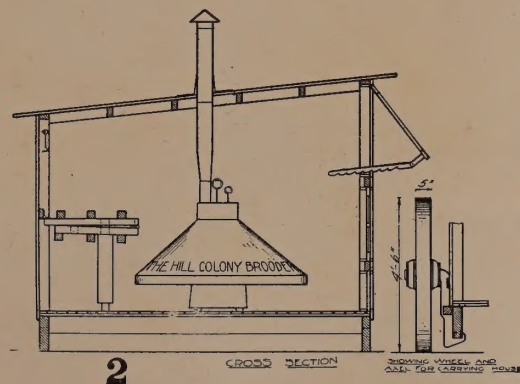
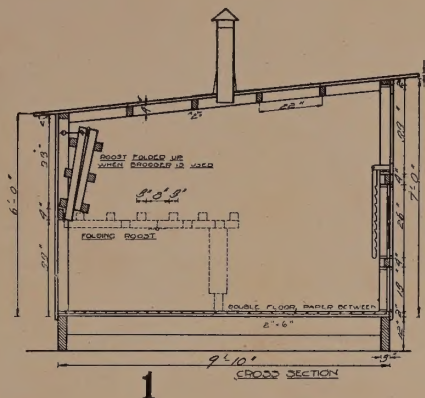
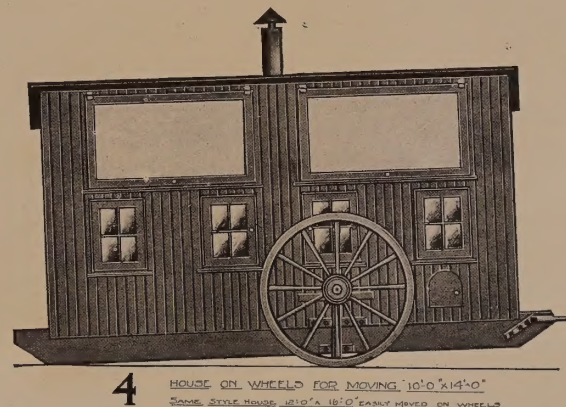
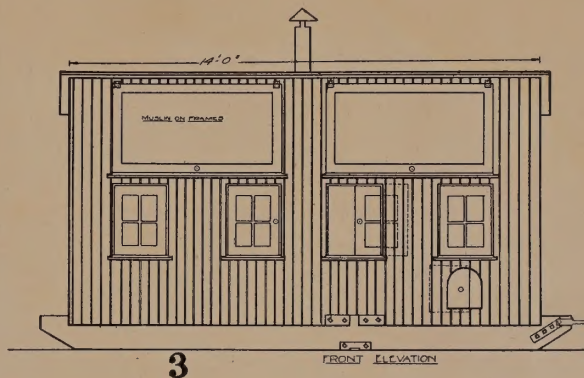


Diagram
Showing Construction
of One Style Colony
House used on
Mercer Poultry Farm

Size 10 ft. x 14 ft.

We have one pair of wheels with axle to extend down within 4 inches of the ground and arranged with a hook on the bottom end to hook under the runner. With this one pair of wheels we can easily move the large colony houses on the farm. It is no trouble for a team to move a house 12 ft. x 16 ft. on these wheels. Weight 4,500 pounds.

Fig. 1 shows a cross section of house and how the roost is made to fold up and hook up to the back when the chicks are small or for cleaning the house. Fig. 2 shows one-half of the roost let down for the birds to commence roosting and the dotted line in Fig. 1 shows the brooder removed and the roost spread out 6 poles wide which is ample room for 150 pullets until they are ready for the laying house, also note in Figs. 1 and 2 how the smoke pipe is arranged; also canvas curtain for ventilation, sliding windows, etc.



These plans show our old style roof pipe, we now recommend Hill's Improved Roof Pipe, described on pages 10 and 11.

The Magic Broods Strong, Vigorous Chicks

READER, if you are raising poultry or intend to raise poultry and have not purchased dependable brooders, I wish from the bottom of my heart, I had the power of speech to convince you how very important it is (in order to succeed), to brood chicks with a brooder that is absolutely dependable and gas-proof. You know a chick only has to die once to be dead; you do not have another chance to try your brooder with it, as when a chick is dead it is dead for good.

The real secret of success is to keep the chicks full of life and thriving. Do not give them a chance to die. They will not die without a cause. If given the right treatment and care they will grow so fast you can scarcely believe from week to week they are the same chicks.

The Magic Brooder is Dependable, Gas Proof and Economical

Without dependable brooders you cannot expect to win. Your success will be in proportion to the efficiency of your equipment and the attention you give your birds. My forty years of experience has taught me that the laws of nature must be obeyed or we pay the penalty. We cannot make water run up hill or heat descend without force. Neither can we crowd chicks under a deflector like sardines in

a box and raise them successfully; neither will they thrive if subject to foul air and gas.

Growing chicks is dealing with life and needs equipment as dependable as the sun. The spark of life in a chick's heart is not to be fooled with. It will not stand freezing, roasting, gassing or uneven temperatures.

Bottom Draft Regulation

The Magic Brooder, the art of science, is built with a bottom draft regulation the same as any high-grade stove or heater, also fitted with a gas chamber and will brood chicks capable of producing a profit which we must have to be prosperous, happy and content.

When you select a brooder be very careful and buy one built to do the work. The performance of a brooder is according to its construction. Your selection will decide your own fate.





YOU CAN GET BLOOD OUT OF A STONE AS
EASILY AS A PROFIT OUT OF BIRDS RAISED
WITH BROODERS THAT LEAK GAS AND ARE
NOT DEPENDABLE.

UNITED BROODER COMPANY
360 PENNINGTON AVENUE
TRENTON, N. J., U. S. A.